

Fig. 1
Example overall
System Architecture

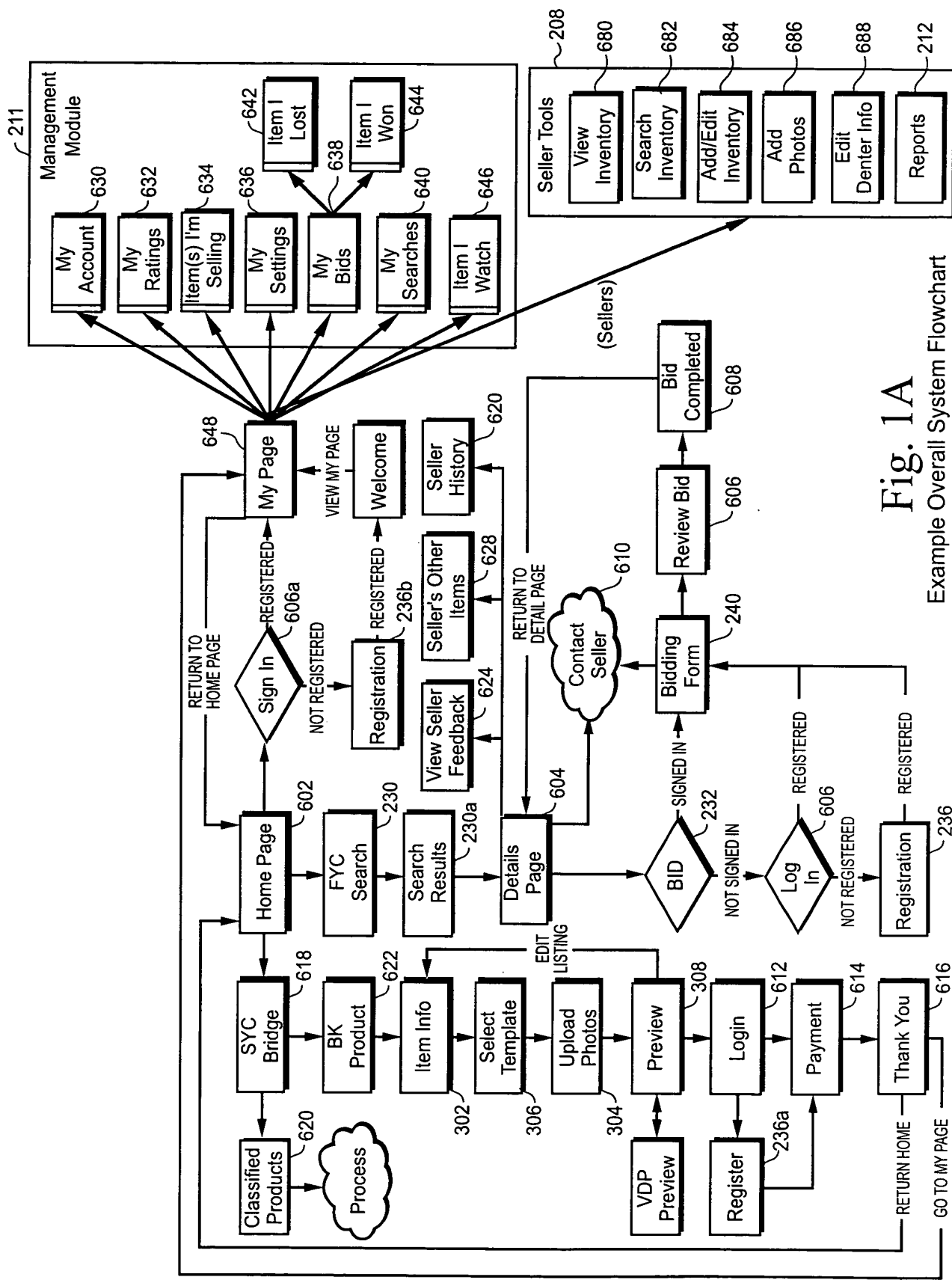


Fig. 1A

Example Overall System Flowchart

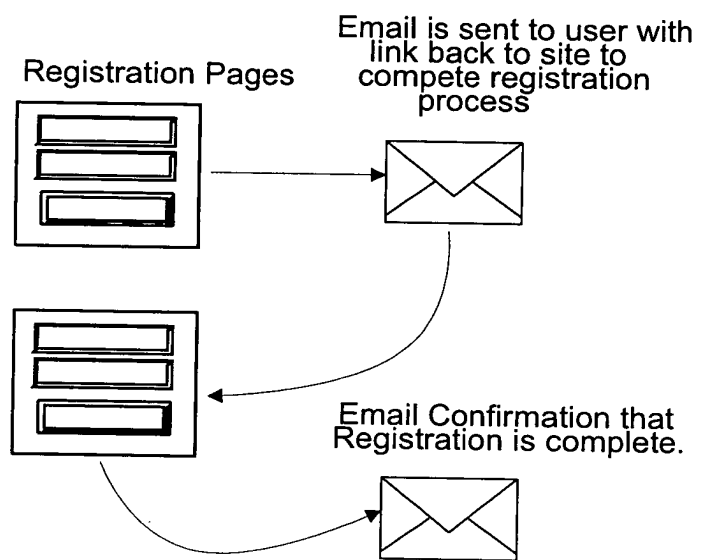


Fig. 1B
Example Registration Email
Loop Verification

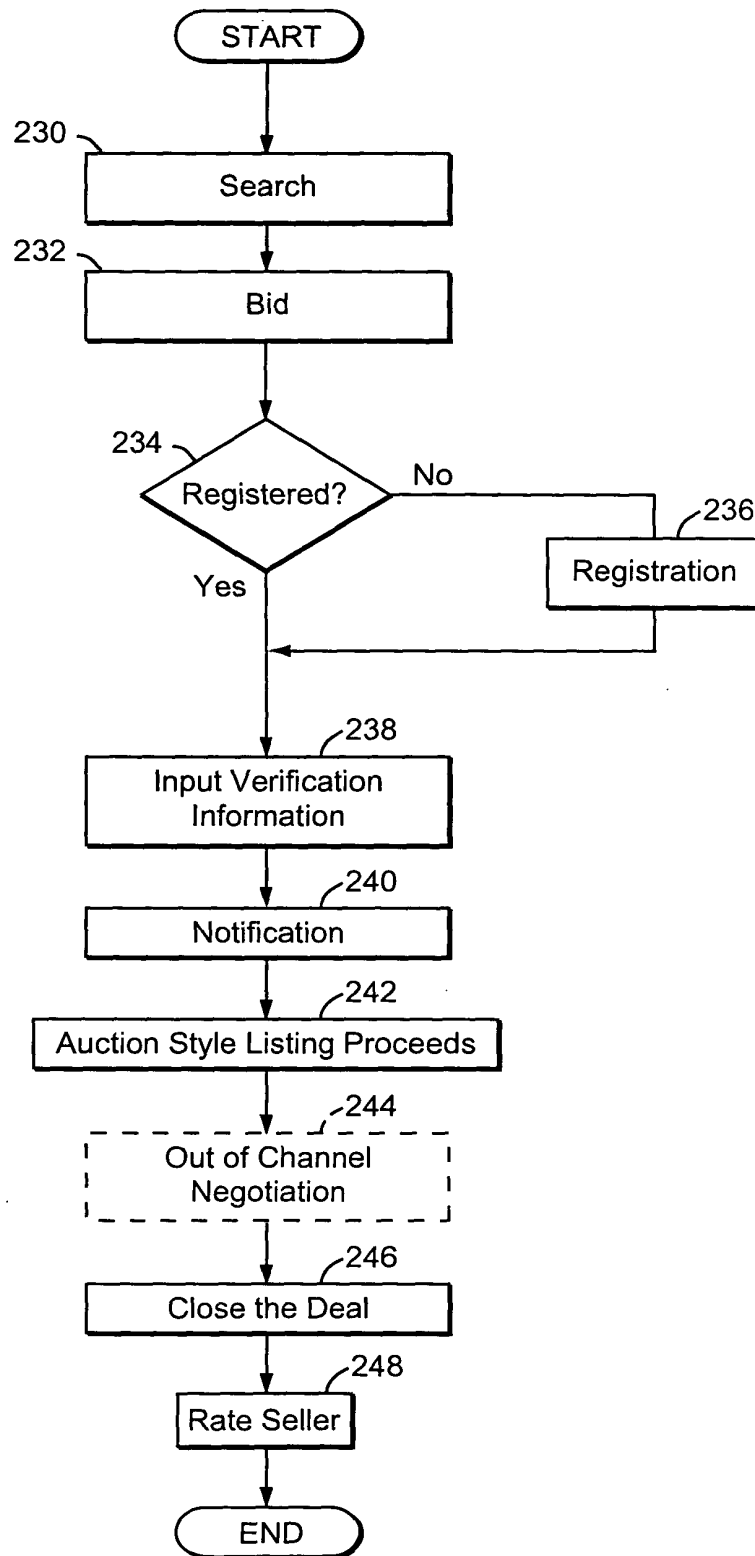


Fig. 1C
Example: Submit a Bid

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Ad Manager - Edit Auction Details

Ad Manager

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[Add Photos](#)
[Edit Dealer Info](#)

Product Manager

[Activity Report](#)[Specials](#)

YEAR	MAKE / MODEL	STOCK No.	VIN
2000	Volkswagen Passat GLS		WVWMA23B1YE087977

[Car Info](#) | [Auction Info](#) | [Photos](#) | [Templates](#) | [Preview](#)[More About This Page](#) ?

Enter your Starting Bid, Reserve Price, Duration and other important information below. Make sure that the Dealership Information appearing at the bottom of the page is appropriate for this listing. If it is not, [click here](#).

LISTING CONTENT FOR THIS VEHICLE

Headline

Please note: Include vehicle highlights here, such as *low reserve, low miles, great condition*. Don't put Make, Model, and Year here because they are automatically included in the headline. Don't use HTML tags, asterisks, or quotes because they will interfere with vehicle searches.

New! Use our [Headline Builder](#) to add frequently-used headlines to this auction listing.

Type of Title ☒ Clear ☐ Salvage ☐ Other If other, specify in Vehicle Description.Currently Under Warranty ☐ No ☒ Yes If yes, specify in Vehicle Description.Auction Duration Required.

Auction Start Time Please select when you would like to start the auction-style listing.

☒ Start my Listing now☐ Start my Listing on this date

Please select the time of day you would like to start the auction-style listing.

 : AM Eastern Time

Please note: Your auction-style listing may appear and function correctly a few minutes before it is supposed to go live.

PRICING FOR THIS VEHICLE

Use whole numbers, do not include commas or currency symbol such as \$. Example: 10000

Starting Bid Required.Reserve Price *Warning:* Vehicle may sell for "Starting Bid" if reserve price is not set.Purchase Now Price

DEALERSHIP DETAILS PREVIEW

Conditional Bids ☒ AcceptPayment ☒ Money Order/Cashiers CheckShipping ☒ Will ship to United States only.

Terms of Sale 10% deposit due within 24-hours of listing's end. Payments accepted in the form of a cashier's check or wire transfer. All Sales are Final.

If this information is not correct, please [Edit Your Auction Preferences](#).[save changes](#)

or

[next](#)

Fig. 2

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You have uploaded 3 images successfully.

Ad Manager - Upload Photos

YEAR	MAKE / MODEL	STOCK No.	VIN
2000	Volkswagen Passat GLS		WWWMA23B1 YE087977

[Car Info](#) | [Auction Info](#) | [Photos](#) | [Templates](#) | [Preview](#)

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Click "Browse" below each photo slot to locate and upload photos. When you are finished, click "save changes" or "next." You can find detailed instructions and guidance on preparing and uploading image files [here](#).

Photo 1



Main Photo
[Delete](#)

[Browse...](#)

Caption for Photo 1

Glossy Paint - it looks like new!
[^](#)
[v](#)

Photo 2



Set Main Photo
[Delete](#)

[Browse...](#)

Caption for Photo 2

The exterior is immaculate.
[^](#)
[v](#)

Photo 3



Set Main Photo
[Delete](#)

[Browse...](#)

Caption for Photo 3

This car has been babied.
[^](#)
[v](#)

Photo 4

Photo To Appear Here
Suggested max. file size:
100KB
Suggested Image
dimensions:
640x480 Pixels
File format:
JPEG or GIF only

[Browse...](#)

Caption for Photo 4

[^](#)
[v](#)

Photo 5

Photo To Appear Here
Suggested max. file size:
100KB
Suggested Image
dimensions:
640x480 Pixels
File format:
JPEG or GIF only

[Browse...](#)

Caption for Photo 5

[^](#)
[v](#)

Photo 6

Photo To Appear Here
Suggested max. file size:
100KB
Suggested Image
dimensions:
640x480 Pixels
File format:
JPEG or GIF only

[Browse...](#)

Caption for Photo 6

[^](#)
[v](#)

Photo 7

Photo To Appear Here
Suggested max. file size:
100KB
Suggested Image
dimensions:
640x480 Pixels
File format:
JPEG or GIF only

[Browse...](#)

Caption for Photo 7

[^](#)
[v](#)

Photo 8

Photo To Appear Here
Suggested max. file size:
100KB
Suggested Image
dimensions:
640x480 Pixels
File format:
JPEG or GIF only

[Browse...](#)

Caption for Photo 8

[^](#)
[v](#)

Photo 9

Photo To Appear Here
Suggested max. file size:
100KB
Suggested Image
dimensions:
640x480 Pixels
File format:
JPEG or GIF only

[Browse...](#)

Caption for Photo 9

[^](#)
[v](#)

[save changes](#) or [next](#)

Fig. 3

Welcome AnyTown Motors

dealers.autotrader.com

tools

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Ad Manager - Auction Templates

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YEAR	MAKE / MODEL	STOCK No.	VIN
2000	Volkswagen Passat GLS		WVWMA23B1YE087977

[Car Info](#) | [Auction Info](#) | [Photos](#) | [Templates](#) | [Preview](#)

[More About This Page](#) ?

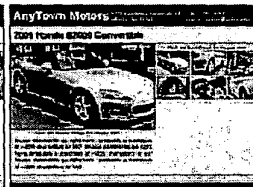
CHOOSE A PAGE TEMPLATE AND GRAPHICS

Pick a template or feel free to enter your own by selecting "Custom Template".

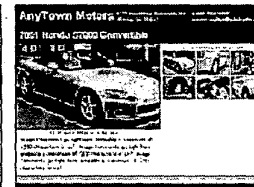
☒ Neutral



☐ Gold



☐ Patriotic



☐ Custom Template

If you choose this option, please enter the entire description of your listing, including images, below. The description builder contains html needed to display your auction images.

VEHICLE DESCRIPTION

Vehicle Description

Enter additional description below.
You can use basic HTML tags to
spruce up your listing.
To launch the Description Builder, [click here!](#)

This is a beautiful 2000 Volkswagen Passat. It looks brand new and has only 1,400 miles on it. The interior is spotless

[save changes](#) or [next](#)

Fig. 4

Welcome AnyTown Motors

dealers.autotrader.com

tools

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Ad Manager - Preview Auction

YEAR	MAKE / MODEL	STOCK No.	VIN
2000	Volkswagen Passat GLS		WVWMA23B1YE087977

Status: Your template settings have been saved.

[Car Info](#) | [Auction Info](#) | [Photos](#) | [Templates](#) | [Preview](#)

[More About This Page](#) ?

This page resembles how your auction will appear on AutoTrader.com's Search Results Page. Please review the cost below and click "go live" to make your item live.

2000 Volkswagen Passat GLS

Beautiful 2000 Passat - Like New Condition

Color: Silver

VIN: WVWMA23B1YE087977

1400 miles

In your ZIP code

Current Bid: \$1500 Purchase Now: \$17500

Auction-Style Time Left: 5 days, 23 hours+ | # Bids: 0

[AnyTown Motors](#)

[Email Seller](#)

COST TO LIST

Package Listing 1 of 100.

[Send Live](#)


[go live](#)

Fig. 5


Beautiful 2000 Passat - Like New Condition!


2000 Volkswagen Passat GLS



 [View larger photo](#)

Mileage	1400
Exterior Color	Silver
Interior Color	Black
Body Style	Sedan
Doors	Four Door
Engine	4 Cylinder Gasoline
Transmission	Automatic
Stereo	AM/FM Compact Disc Player
Fuel Type	Gasoline
Drive Type	2 wheel drive
Stock Number	
VIN	WVWMA2381YE087977

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Vehicle History	Get a Vehicle History Report for this Volkswagen
Warranty	Free Warranty Quote for this Volkswagen
Loans	Get a loan for this Volkswagen Financing at AnyTown Motors
Insurance Quotes	Get a free quote for this Volkswagen Get an instant quote from Allstate
Parts & Accessories	Find Accessories
Inspections	Inspect Before you buy

Current Bid:	Minimum Bid:	Purchase Now:
\$1500	\$1550	\$17500

Your Maximum Bid: U.S. \$ [Place Bid](#)
or [Purchase Now](#)

Reserve price has not yet been met.

- Bids on this listing are conditional; the winning bid is binding subject to a satisfactory inspection by the winning bidder.
- Seller may end this Listing at any time.
- How does bidding work?

Time Left: 5 days, 23 hours+
Start: Nov-15 @ 12:58 EST
End: Nov-21 @ 12:58 EST
Seller User Name: Sales
Seller Rating: [View Seller's Ratings](#)
High Bidder: None
Number of Bids: 0 [view bid history](#)

AnyTown Motors

Contact Name:	Contact Phone:	Contact Location:
Joe Salesperson	Get Phone Number	Atlanta, GA 30342

[View Seller's Other Auction-Style Listings](#)

Send Email to Seller

Your First Name:

Your Last Name:

Email Address:

Comments: (max 250 characters)

At times, AutoTrader.com will offer information, special promotions, and discounts. Would you like to receive information on these specials?

☒ Yes ☐ No

[Send Email](#)

Fig. 6A





AnyTown Motors		5775 Peachtree Dunwoody Road Atlanta, GA 30342	5555555555 greg.easterly@autotrader.com
2000 Volkswagen Passat GLS			
		Click on a thumbnail for a larger view   	
Click on above image for larger view			
Glossy Paint - it looks like new!			
Vehicle Description			
This is a beautiful 2000 Volkswagon Passat. It looks brand new and has only 1,400 miles on it. The interior is spotless			
Title: Clear			
Current Warranty: Yes			
Why Buy From Me?			
I am a full-service dealership with hundreds of happy customers.			
Terms of Sale			
10% deposit due within 24-hours of listing's end. Payments accepted in the form of a cashier's check or wire transfer. All Sales are Final.			
Disclaimer: No warranties are implied or included. Cars are as-is, where-is.			
2000 Volkswagen Passat GLS			
AnyTown Motors		5775 Peachtree Dunwoody Road Atlanta, GA 30342	5555555555 greg.easterly@autotrader.com

Fig. 6B

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800.888.1111

the inventory tag took : 0.0030 seconds. the getauctiondetailsbyid tag took : 6.499 seconds omitting description and loaded 21 details.
Print Inventory | Online User's Guide

Ad Manager - View Auction-Style Inventory

All Inventory | Classified Inventory | Auction-Style Inventory | More About This Page

There are currently 27 cars in your Auction-Style Inventory.

Sort By View My Ratings | View Blocked Bidders

LIVE LISTINGS			
© 2002 A maximum bid has been placed close to the reserve.			
USED 1997 Buick Wildcat - B20738	Listing # 13657	View Live Offer to Sell End Listing	High Bid: \$25000 Reserve: \$25000 Purchase Now: \$30000
USED 1997 GMC Sierra C4500 3.4 Ton Truck Sierra C2500 - B20738	Listing # 13664	View Live End Listing	Reserve: \$12000 Purchase Now: \$13002
USED 1998 Buick Park Avenue Sedan - B20694	Listing # 16819	View Live End Listing	Reserve: \$12000 Purchase Now: \$17000
USED 1998 Honda Odyssey EX Sport Van - B2090A	Listing # 16820	View Live End Listing	Reserve: \$12000 Purchase Now: \$17000
USED 1999 Buick LeSabre - B2092A	Listing # 16821	View Live End Listing	Reserve: \$12000 Purchase Now: \$15000
USED 2000 Honda Accord EX Sedan	Listing # 11386	End Listing	Reserve: \$4000 Purchase Now: \$8006
USED 1991 Honda Civic LX Sedan	Listing # 11385	End Listing	

PENDING LISTINGS			
USED 2000 Buick LeSabre Limited Sedan - B2115A	Photos: Q	Preview & Launch	Reserve: \$4312 Purchase Now: \$531251
USED 2001 Chrysler PT Cruiser Sedan - C0552N	Photos: Z	Preview & Launch	
USED 1999 Pontiac Grand Prix GTP - G1080A	Photos: Q	Preview & Launch	
USED 2000 Plymouth Neon LX - G2174A	Photos: Q	Preview & Launch	
USED 1997 Ford Aerostar Cargo Van - G2188A	Photos: Q	Preview & Launch	
USED 1998 Plymouth Neon Express - G2202A	Photos: Q	Preview & Launch	

CLOSED LISTINGS			
USED 1998 Saturn SL2 - 4931A	Listing # 11391	Review View Rating Relist	High Bid: \$13000 Reserve: \$13000 Purchase Now: \$17000
SOLD - Purchase Now	# of Bids: 1		
USED 1997 Mercury Grand Marquis GS - B1002A	Listing # 11424	Review View Rating Relist	Reserve: \$13000 Purchase Now: \$20000
SOLD - Purchase Now	# of Bids: 1		
USED 1999 Buick Park Avenue Sedan - B1051A	Listing # 11497	Review View Rating Relist	High Bid: \$21000 Reserve: \$21000 Purchase Now: \$24000
SOLD - Purchase Now	# of Bids: 1		
USED 1997 Buick LeSabre Limited Sedan - B1053A	Listing # 11516	Review View Rating Relist	High Bid: \$18000 Reserve: \$18000 Purchase Now: \$21000
SOLD - Purchase Now	# of Bids: 1		
USED 1995 Saturn SL1 - B2027A	Listing # 11526	Review View Rating Relist	Reserve: \$14000 Purchase Now: \$16000
SOLD - Purchase Now	# of Bids: 1		
USED 1998 Buick Century Custom Sedan - B2041A	Listing # 13574	Review View Rating Relist	High Bid: \$10000 Reserve: \$12000 Purchase Now: \$15000
SOLD - Offer Accepted	# of Bids: 1		
USED 1993 Oldsmobile Intrique GLS - B2052A	Listing # 13575	Review View Rating Relist	High Bid: \$10000 Reserve: \$13000 Purchase Now: \$16000
SOLD - Purchase Now	# of Bids: 1		
USED 1997 Nissan Maxima - B2055B	Listing # 13655	Review View Rating Relist	High Bid: \$3000 Reserve: \$17000 Purchase Now: \$21000
SOLD - Purchase Now	# of Bids: 1		
USED 1999 Buick Regal LS Sedan - B2071A	Listing # 13656	Review View Rating Relist	High Bid: \$1000 Reserve: \$12000 Purchase Now: \$16000
SOLD - Purchase Now	# of Bids: 1		
USED 1993 Cadillac Eldorado Coupe - B2073A	Listing # 14441	Review Relist	Reserve: \$12000
SOLD - Purchase Now	# of Bids: 1		
USED 1997 Hummer H1 4x4 - Mite Stock	Listing # 8439	Review Offer to Sell Relist	High Bid: \$2000 Reserve: \$15000 Purchase Now: \$18000
SOLD - Purchase Now	# of Bids: 1		
USED 2001 Chrysler PT Cruiser - U82132	Listing # 8491	Review View Rating Relist	High Bid: \$1000 Reserve: \$1000 Purchase Now: \$5000
SOLD - Purchase Now	# of Bids: 1		
USED 1999 Ford Ranger Pick Up	Listing # 8708	Review View Rating Relist	Reserve: \$3000 Purchase Now: \$7000
SOLD - Purchase Now	# of Bids: 1		
USED 2000 Honda Accord EX Sedan	Listing # 11384	Review View Rating Relist	High Bid: \$1000
SOLD - Purchase Now	# of Bids: 1		

Fig. 7

Welcome Auction-Style Demo Dealer

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tools

You are logged in as demo.


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Ad Manager - View Inventory

[All Inventory](#) [Classified Inventory](#) [Auction-Style Inventory](#)

[More About This Page](#) 

There are currently 6 cars in your entire inventory.
There are 6 Used cars (U) in your inventory.
There are 6 Auction-Style cars in your inventory.

To edit car information, click on the links below.

Go To Page: 1

Show All Cars		First Sort By	Then Sort By	Cars Per Page: 25			
Year	Make/Model	Stock No.	VIN	No. of Photos	Status	Source	<input checked="" type="checkbox"/>
u 1998	Nissan Sentra GXE	1541	1N4AB41D1WC7ASL04	8	Auc-Style	Ad Manager	
u 1998	Nissan Sentra	3456	1N4AB41D1WC7A7742	1	Auc-Style	Ad Manager	<input type="checkbox"/>
u 2001	Ford Taurus SE Sedan		1FAFP53U61G175420	2	Auc-Style	Ad Manager	<input type="checkbox"/>
u 1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436	0	Auc-Style	Ad Manager	<input type="checkbox"/>
u 1998	Nissan Sentra GXE		1N4AB41D1WC7ASL09	1	Auc-Style	Ad Manager	
u 1998	Nissan Sentra		1N4AB41D1WC7ASL15	1	Auc-Style	Ad Manager	

[remove](#)

Go To Page: 1

[How Renewals work](#)

[renew USED inventory](#)

[renew NEW inventory](#)

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AUTOMOTIVE LISTINGS

Fig. 7A

Welcome Auction-Style Demo Dealer

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AutoTrader.com
AUCTION-STYLE LISTINGS

Ad Manager - Add New or Used Car Inventory

Car Info [Preview](#)

[More About This Page ?](#)

To add a car to your inventory, enter its VIN below, select New or Used, then click "next".

VIN

☒ Used ☐ New

Fig. 7B

Welcome Auction-Style Demo Dealer

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[Add Inventory](#)
[Add Photos](#)
[Edit Dealer Info](#)

Product Manager

[Activity Report](#)
[Specials](#)

AutoTrader.com
AUCTION-STYLE LISTINGS

[Auction-Style Inventory](#) | [Print Inventory](#) | [Online User's Guide](#)

Ad Manager - Edit Car Info

Got ideas - [Click here](#) to tell us!

YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

[Car Info](#) | [Auction-Style Info](#) | [Photos](#) | [Templates](#) | [Preview](#)

[More About This Page](#) ?

Here is the information we have about this car. Change it if it's incomplete or incorrect but be sure to click on SAVE when you're done. To exit without changing, click BACK.

* = Required information

VEHICLE INFORMATION

Year: 1999
Make: Jeep
Model: Wrangler
Trim Level: SE 4x4
VIN: * 1J4FY29P5XP400436
Stock #:
Mileage: * 80000
Expiration Date: 08-17-2003

VEHICLE COLOR INFORMATION

Ext. Color: * Dark Green Int. Color: Black
Color Description: Dark Green

ADDITIONAL VEHICLE INFORMATION

Doors: Two Door Stereo: Unavailable
Engine: * 4 Cylinder Gasoline Fuel Used: Gasoline
Body Style: * Sport Utility Drive Train: 4 wheel drive
Trans.: * Unavailable

CHECK INSTALLED OPTIONS

<input type="checkbox"/> Air Conditioning	<input type="checkbox"/> Leather Seats	<input type="checkbox"/> Power Windows
<input type="checkbox"/> Alloy Wheels	<input type="checkbox"/> Passenger Air Bag	<input type="checkbox"/> Rear Window Defroster
<input type="checkbox"/> Anti-Lock Brakes	<input type="checkbox"/> Power Door Locks	<input type="checkbox"/> Side Air Bag
<input type="checkbox"/> Child Seat	<input type="checkbox"/> Power Mirrors	<input type="checkbox"/> Sunroof/Moonroof
<input type="checkbox"/> Cruise Control	<input type="checkbox"/> Power Seats	<input type="checkbox"/> Tilt Wheel
<input type="checkbox"/> Driver Air Bag	<input type="checkbox"/> Power Steering	<input type="checkbox"/> Tinted Glass

Please Note: Clicking "save changes" or "next" will update the information for this car at AutoTrader.com.

[save changes](#) or [next](#)

To Fig 7E-1

Fig. 7C

From Fig 7C

Click "Browse" in the photo slot below to locate and upload photos. When you are finished, click "next." You can find detailed instructions and guidance on preparing and uploading image files [here](#).

Main Photo

Photo To Appear Here

Suggested max. file size:
100KB

Suggested Image
dimensions:
640x480 Pixels

File format:
JPEG or GIF only

COMMENTS

Enter additional comments about the vehicle in the field below.
To launch the Comment Builder, [click here](#)! (Max. 1,500 characters – about 300 words)

Fig. 7C-1

Welcome Auction-Style Demo Dealer



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Ad Manager - Preview Photo & Used Car Info

- Ad Manager
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 - Search Inventory
 - Add Inventory
 - Add Photo
 - Edit Details
- Product Manager
- Activity Report
- Specials



YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

[Car Info](#) | [Preview](#) [More About This Listing](#)

Review this listing and click on the above tabs to make changes.



Auction-Style Demo Dealer
5775 Peachtree Dunwoody Rd

Atlanta, GA 30342
Contact: Joe Salesperson

- Price
- Mileage
- Exterior Color
- Color Description
- Interior Color
- Body Style
- Doors
- Drive Train
- Engine 4 Cyl
- Fuel Used
- Trans.
- Stereo
- Stock No.
- VIN 1J4FY29P5XP400436

Comments
4" Teraflex suspension lift 33" BFG Mud Terrain Tires 2 Hella 500 2 Hella Black Magics 2 10 inch subwoofers K&N Filter Bestop Sail Cloth Top(Highly Recommended)

We sell more Fords than any dealer on the east coast because of tremendous volume discounts.

Installed Options

[Have consumers bid on this listing](#)
[Click here to create an Auction-Style Listing](#)

[Click here to save as classified ad](#)

Fig. 7D

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AutoTrader.com
[Auction-Style Listings](#)

YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

[Car Info](#)[Auction-Style Info](#)[Photos](#)[Templates](#)[Preview](#)[More About This Page](#) ?

Enter your Starting Bid, Reserve Price, Duration and other important information below. Make sure that the Terms of Sale Information (at the bottom of the page) is appropriate for this Listing. If not, [click here](#).

* = Required information

LISTING CONTENT FOR THIS VEHICLE

Headline*

Please note: Include vehicle highlights here, such as *low reserve, low miles, great condition*. Don't put Make, Model, and Year here because they are automatically included in the headline. Don't use HTML tags, asterisks, or quotes because they will interfere with vehicle searches.

New! Use our [Headline Builder](#) to add frequently-used headlines to this listing.

Type of Title ☒ Clear ☐ Salvage ☐ Other If other, specify in Vehicle Description.

Currently Under Warranty ☒ No ☐ Yes If yes, specify in Vehicle Description.

Listing Duration*

Listing Start Time

Please select when you would like to start the Auction-Style Listing.

☒ Start my Listing now☐ Start my Listing on this date

Please select the time of day you would like to start the Auction-Style Listing.

 : Eastern Time

Please note: Listings may appear shortly before they are scheduled to begin.

↓ To Fig 7E-1

Fig. 7E

From Fig 7E

PRICING FOR THIS VEHICLE

Use whole numbers, do not include commas or currency symbol such as \$. *Example: 10000*

Starting Bid*

Tips

\$10000

Reserve Price

Tips

\$

Warning: Vehicle may sell for "Starting Bid" if reserve price is not set.

Purchase Now Price

Tips

\$

Warning: Purchase Now is recommended ONLY for very rare cars or vehicles priced near wholesale. Setting Purchase Now too high will reduce lead activity.

LISTING PREFERENCES PREVIEW

**Conditional Bids or
Final and Binding**

Conditional

Payment

Money Order/Cashiers Check, COD (cash on delivery), See Description

Shipping

Will ship.

Terms of Sale

Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details! In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs. Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details. In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs.

If this information is not correct, please [Edit Your Auction-Style Preferences.](#)

[save changes](#)

or

[next](#)

Fig. 7E-1

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Create your Listing preferences and settings that tell bidders your terms and conditions of business.

AUCTION-STYLE LISTING CONTACT INFO

To change your Auction-Style Listing contact information, please call (888) 337-3370.

Contact Name Jason E. Kean
Contact Title Sales Guy
Contact Phone 4044444444
Contact Email demodealer@autotrader.com

PAYMENT POLICY

Choose all you will accept
Enter more specific payment information in Terms of Sale below.

☒ Money Order/Cashiers Check ☒ COD (cash on delivery) ☒ See Terms Of Sale
☐ Personal Check ☐ Discover ☐ Other
☐ Visa / Master Card ☐ American Express

Terms of Sale
[What should I include?](#)
[Use Default Terms](#)

Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details!

In-State buyers must also pay sales tax and registration

SHIPPING POLICY

Will you ship cars?

☒ Yes, I will ship.
☐ No, I will not ship.
☐ See Terms Of Sale.

Who Pays for Shipping?

☐ Seller pays shipping ☐ Buyer pays fixed amount
☒ Buyer pays actual shipping cost ☐ See item description

BID TYPES

Will you accept Conditional or Final and Binding bids?

☒ Will accept Conditional bids.
☐ Will accept Final and Binding bids.

↓ To Fig 7F-1

Fig. 7F

From Fig 7F

HEADLINE BUILDER	
If you want to use the Headline Builder to help create Listings, enter your custom headlines here. What's the Headline Builder?	
Headline 1:	This car is beautifull
Headline 2:	Like New!
Headline 3:	Showroom Condition!
Headline 4:	LOW MILES!!!!
Headline 5:	Don't miss this LOW LOW RESERVE!
Headline 6:	I am testing the headline field to make sure that the character
Headline 7:	A SWEET RIDE!!!
Headline 8:	CHECK OUT THIS DEAL!
Headline 9:	THIS ONE MUST GO!!!
Headline 10:	Call for Special Auction Cash Price

DESCRIPTION BUILDER	
If you want to use the Description Builder to help create Listings, enter your custom descriptions here. What's the Description Builder?	
Description 1:	All original miles
Description 2:	Never been in an accident
Description 3:	One owner, non smoking vehicle
Description 4:	New paint
Description 5:	Well Below Kelly Blue Book
Description 6:	Priced at Wholesale
Description 7:	Call and Make Offer
Description 8:	
Description 9:	
Description 10:	

DISCLAIMER	
Enter your standard disclaimer. What can my Disclaimer include?	
Disclaimer: 500 character limit.	Please expect normal wear and tear for used vehicles.

WHY BUY FROM ME	
Let shoppers know why they should do business with you. See an example.	
Why Buy From Me: 500 character limit.	Our dealership has been in business for 40 years! There is no better customer service in the state! We sell more Fords than any other dealer on the east coast. Take advantage of our tremendous volume discount!

save changes

Fig. 7F-1

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Ad Manager - Upload Photos

YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

Car Info
Auction-Style Info
Photos
Templates
Preview

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Click "Browse" below each photo slot to locate and upload photos. When you are finished, click "save changes" or "next." [View Image Tips.](#)

Photo 1

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 1

Photo 2

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 2

Photo 3

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 3

Photo 4

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 4

Photo 5

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 5

Photo 6

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 6

Photo 7

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 7

Photo 8

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 8

Photo 9

Photo To Appear Here

Suggested max. file size: 100KB

Suggested Image dimensions: 640x480 Pixels

File format: JPEG or GIF only

Caption for Photo 9

Fig. 7G

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YEAR	MAKE/MODEL	STOCK NO.	VIN
1999	Jeep Wrangler SE 4x4		1J4FY29P5XP400436

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[Search Inventory](#)

- This Listing will appear in Search Results as shown below.
- Click the year/make/model to see the Auction-Style Details Page.
- To edit the Listing, click on the appropriate tab above.
- Please review your account information and click "launch listing" to activate this Listing.

☐ **1999 Jeep Wrangler SE 4x4**
good jeep
Color: Dark Green
VIN: 1J4FY29P5XP400436
80000 miles
In your ZIP code
Current Bid: \$10000 **No Reserve Price!**

Auction-Style Time Left: 5 days, 23 hours+ | # Bids: 0

[Auction-Style](#)
[Demo Dealer](#)
[Email Seller](#)

Please complete the following information before continuing:

- Please [click here](#) to upload an image for this Listing.

Fig. 7H

good jeep

1999 Jeep Wrangler SE 4x4



[View larger photo](#)

Mileage	80000
Exterior Color	Dark Green
Interior Color	Black
Body Style	Sport Utility
Doors	Two Door
Engine	4 Cylinder Gasoline
Transmission	Unavailable
Stereo	Unavailable
Fuel Type	Gasoline
Drive Type	4 wheel drive
Stock Number	
VIN	1J4FY29P5XP400436

☐ [Email this page to a friend](#)

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Vehicle History [Get a Vehicle History Report for this Jeep](#)

Current Bid:	Next Minimum Bid:	Purchase Now:
None	\$10000	N/A

Your Maximum Bid: U.S. \$

[Confirm Bid](#)

No Reserve price

- Bids on this Listing are **Conditional**; the winning bid is binding subject to a satisfactory inspection by the winning bidder. [View Example](#)
- Seller may end this Listing at any time.
- How does Bidding work? [View Example](#)

Time Left:	5 days, 23 hours+
Start:	Jul-18-2003, 19:59 EDT
End:	Jul-24-2003, 19:59 EDT
Seller User Name:	demo1
Seller Rating:	View Seller's Ratings
High Bidder:	None
Number of Bids:	0
Listing ID:	00000

Seller Info

Auction-Style Demo Dealer

Contact Name:	Contact Phone:	Contact Location:
Jason E. Kean	Get Phone Number	Atlanta, GA 30342

[View Seller's Other Auction-Style Listings](#)

Email Seller

Your First Name:

Your Last Name:

Your Phone Number:

Your Email Address:

↓ To Fig 7I-1

Fig. 7I

From Fig 7I

Title:
Clear

Current Warranty:
No

Why Buy From Me?

Our dealership has been in business for 40 years! There is no better customer service in the state! We sell more Fords than any other dealer on the east coast. Take advantage of our tremendous volume discount!

Terms of Sale

Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details! In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs. Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details. In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs. Vehicles are pre-owned and are sold in "As Is" condition. However, some vehicles may still be covered under factory warranty or an extended warranty may be purchased. Ask for details. In-State buyers must also pay sales tax and registration fees. Out-of-State buyers may register and pay applicable taxes in their home state. Successful high bidder must contact us within 48 hours of the end of the listing and submit a 10% deposit within 3 days. Seller reserves the right to end the listing early without any liability to the seller. All bidders must have pre-approved loans/financing or must be able to pay cash for the vehicle. Financing must be secured prior to bidding. Payment must be made by certified check or funds transfer. Buyer is responsible for all shipping costs.

Payment Options:

Money Order/Cashiers Check, COD (cash on delivery), See Description

Shipping:

Will ship.
Buyer pays actual shipping cost.

Disclaimer:

Please expect normal wear and tear for used vehicles.

1999 Jeep Wrangler SE 4x4

Auction-Style Demo Dealer

5775 Peachtree Dunwoody Rd
Atlanta, GA 30342

404-444-4444
demodealer@autotrader.com

Fig. 7I-1

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New or Used:

Price:

Make:

Model:

Stock Number:

VIN:

☐ Show only vehicles with no photos.

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Fig. 7J

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We found 32 Volkswagen cars within 25 miles
 [Modify Search](#)

Advertiser Price range for this vehicle search: [more info](#)
 Average Price: \$15611 Lowest Price: \$15000 Highest Price: \$27300

Your search returned 2 pages of results: 1 2
 Results sorted by: Price

[Featured Listings](#) [\(more info\)](#)

[Compare](#) Select up to three cars and click "Compare."

1998 Volkswagen Passat
 1998 VOLKSWAGEN PASSAT GLS black, p. glass moonroof, certified, 28000 miles, immaculate, air conditioning, power steering, power brakes, power ... [more](#)
 28000 miles, \$16995
 17 miles from 30342

Heritage Volkswagen - Lithia Springs
[Visit Our Website](#)
 Email Seller

1998 Volkswagen Passat
 1998 VOLKSWAGEN PASSAT GLS green/tan leather, p. glass moonroof, awesome value, air conditioning, power steering, power brakes, power windows, power ... [more](#)
 17 miles from 30342

Heritage Volkswagen - Lithia Springs
[Visit Our Website](#)
 Email Seller

2000 Volkswagen Passat GLS
 Color: Silver
 VIN: WVVMAZ3B1YE067977
 1400 miles
 In your ZIP code
 Current Bid: \$15000 Purchase Now: \$17500
 Auction Style Time Left: 5 days + 2hrs 23min | # Bids: 0

AnyTown Motors
[AnyTown Motors](#)
 Email Seller
[Visit Our Website](#)

2000 Volkswagen Passat
 1998 VOLKSWAGEN PASSAT GLS turbo, blue, p. glass, a/c, roof, certified, immaculate, air conditioning, power steering, power brakes, power windows, power ... [more](#)
 17 miles from 30342

Heritage Volkswagen - Lithia Springs
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 Email Seller

DriveTime - The Financing Dealership
 We specialize in financing the people who can't start period credit. We provide credit payment options including low interest rates, low down payments and low monthly payments. No credit check at all periods.

2000 Volkswagen Passat GLS Wagon
 Anti-lock Brakes, Power Driver's Seat, Power Door Locks, Power Windows, Power Passenger Seat, Power Mirrors, Rear Shoulder Harness, Rear Arm Rest ... [more](#)
 Color: Green
 VIN: WVVNA63B6XE058968
 47588 miles, \$15995
 In your ZIP code

BRUCE Motors
[Bruce Motors](#)
[See More Cars Like This](#)
 Toll Free 1 23 456 7890
 Email Seller

[Basic Listings](#) [\(more info\)](#)

2000 Volkswagen Passat GLS
 Color: Black
 VIN: WVWPD030XJE770752
 72314 miles, \$18400
 10 miles from 30342

Dealer

2000 Volkswagen Passat GLS
 Color: Met. Light/Teal
 VIN: WVWNA0300XE22305
 24370 miles
 21 miles from 30342

Dealer

[Compare](#)

Sales Tax, Title, License Fee, Registration Fee, Dealer Documentary Fee, Finance Charges, Emission Testing Fees and Compliance Fees are additional to the advertised price.

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 Results sorted by: Price


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Fig. 8



Your car is waiting.

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We found 1 Volkswagen car

[Modify Search](#)

Advertised Price range for this vehicle search: [more info](#)
Average Price: \$15000 **Lowest Price:** \$15000 **Highest Price:** \$15000

Your search returned 1 pages of results:
1

Results sorted by:
Price

Featured Listings [\(more info\)](#)

2000 Volkswagen Passat GLS

Color: Silver
VIN: WVWMA23B1YE087977
1400 miles
In your ZIP code
Current Bid: \$15000 *Purchase Now: \$17500*

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[Email Seller](#)

Auction-Style

Time Left: 5 days + 22hrs/22min | # Bids: 0


Sales Tax, Title, License Fee, Registration Fee, Dealer Documentary Fee, Finance Charges, Emission Testing Fees and Compliance Fees are additional to the advertised price.

Your search returned 1 pages of results:
1


Results sorted by:
Price

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Switching to
DIRECTV is
FREE
and
EASY

Offer ends 1/15/03.
New customers only.
Other conditions apply.

Fig. 9

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 the natural solution for hair loss
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Beautiful 2000 Passat - Like New Condition
2000 Volkswagen Passat GLS



[View Larger Photo](#)

Mileage	1400
Exterior Color	Silver
Interior Color	Black
Body Style	Sedan
Doors	Four Door
Engine	4 Cylinder Gasoline
Transmission	Automatic
Stereo	AM/FM Compd Disc Player
Fuel Type	Gasoline
Drive Type	2 wheel drive
Stock Number	ata
VIN	WVWMA23B1YE087977

Current Bid:	Next Minimum Bid:	Purchase Now:
\$1500	\$1650	\$17600

Your Maximum Bid: U.S. \$

[Confirm Bid](#)
 or [Purchase Now](#)

Reserve price has not yet been met.

• Bids on this listing are **conditional**; the winning bid is binding, subject to a satisfactory inspection by the winning bidder.
 • Seller may end this Listing at any time.

Time Left: 9 days, 23 hours+
 Start: Nov-05 @ 11:13 EST
 End: Nov-15 @ 11:13 EST
 Seller User Name: Queen of Sheeba
 Seller Rating: [View Seller's Rating](#)
 High Bidder: None
 Number of Bids: 0 [View bid history](#)

Ed Voyles Chrysler Plymouth

Contact Name:	Contact Phone:	Contact Location:
Jessica Wade	Get Phone Number	Atlanta, GA 30342

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Send Email to Seller
 Your First Name:
 Your Last Name:
 Email Address:
 Comments: (max 250 characters)
 At times, AutoTrader.com will offer information, special promotions and discounts. Would you like to receive information on these specials?
☒ Yes ☐ No [Send Email](#)

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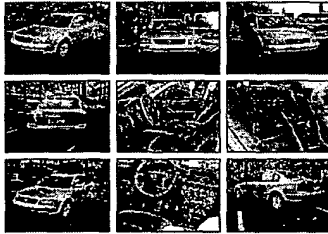
Vehicle History	Get a Vehicle History Report for this Volkswagen
Warranty	Free warranty quote for this Volkswagen
Loans	Get a loan for this Volkswagen Financing at Jessica Wade Autos
Insurance Quotes	Get a Free Quote for this Chevrolet Get an Instant Quote from Allstate
Parts & Accessories	Find Accessories
Inspections	Inspect before you buy

Jessica Wade Autos
 5775 Peachtree Dunwoody Road
 Atlanta, GA 30342
 404-843-9956
jessica.wade@autotrader.com

2000 Volkswagen Passat GLS



Click on a thumbnail for a larger view



Click on above image for larger view

Vehicle Description
 This is a beautiful 2000 Volkswagen Passat. It looks brand new and only has 1400 miles on it. The interior is spotless and has been treated to prevent staining and spotting. This car has been lovingly maintained by the local dealership and runs like a dream. Almost all of the miles are highway miles. This vehicle includes the manufacturer warranty as well as an additional 90 Day / 3000 Mile Satisfaction Warranty. If, for any reason, you are not thoroughly thrilled with your new Volkswagen, we will buy it back from you or help you find another car that suits you better. If you have any questions, please email me or you can visit my website at www.AutoTrader.com.

Fig. 10

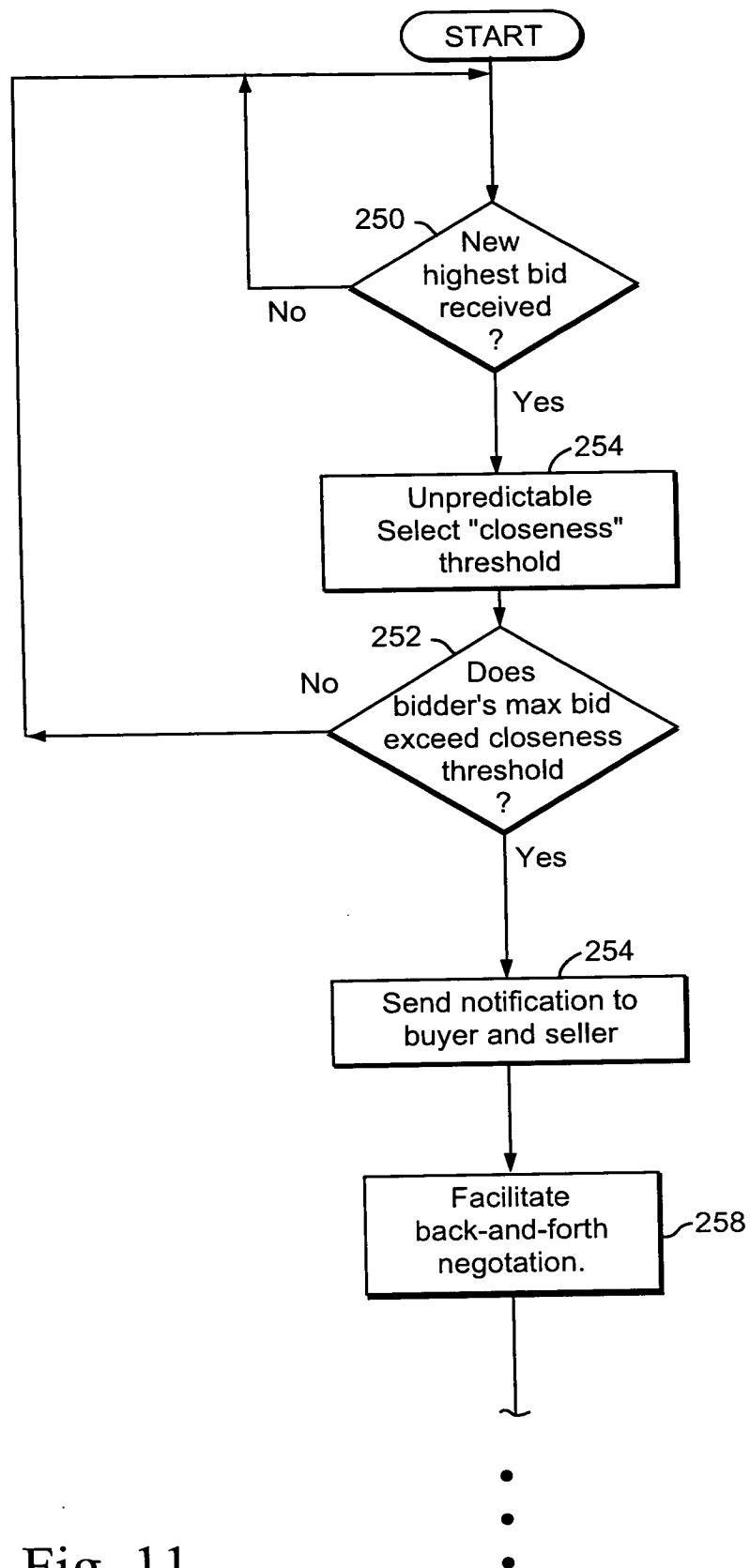


Fig. 11

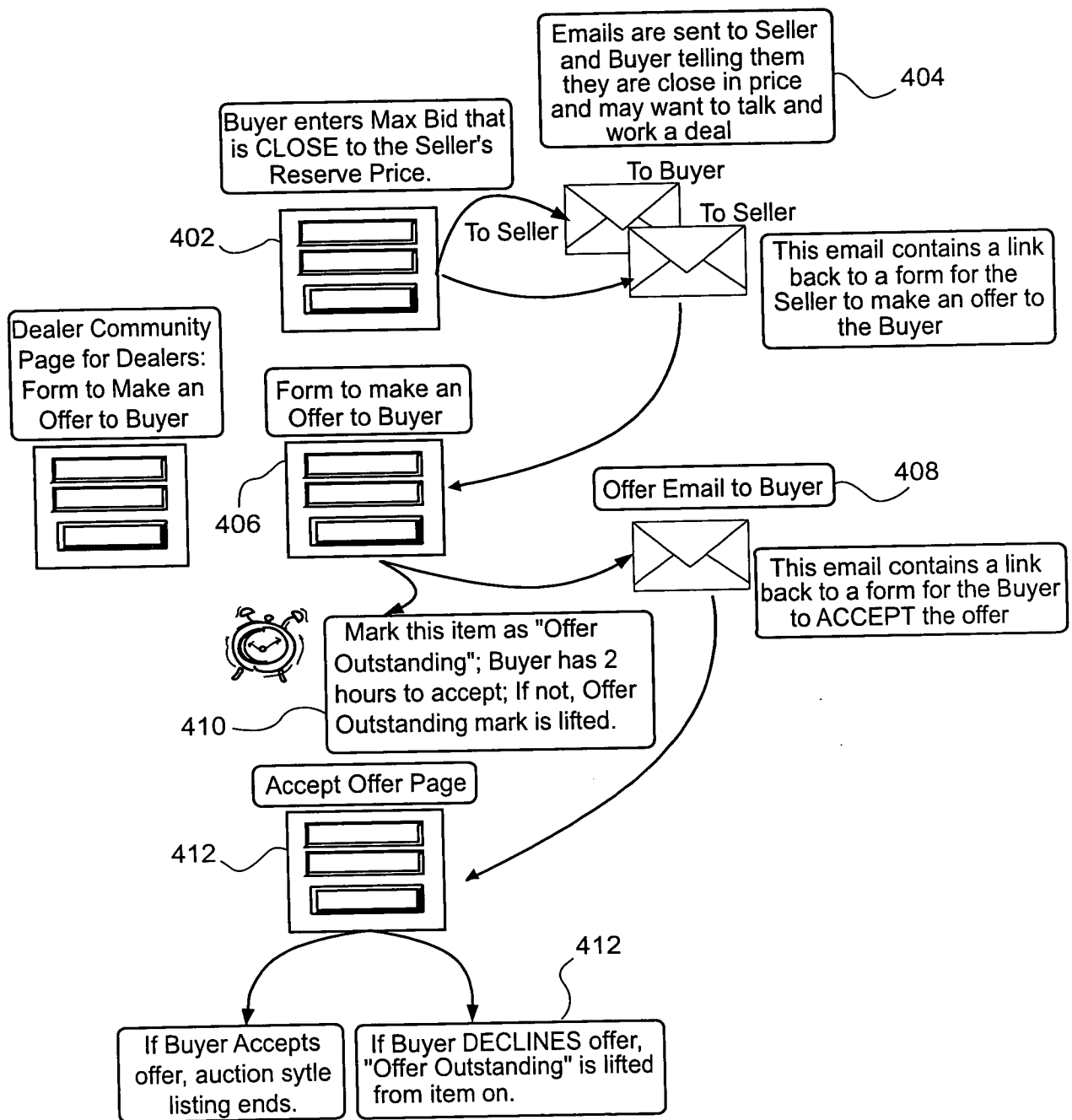


Fig. 11A

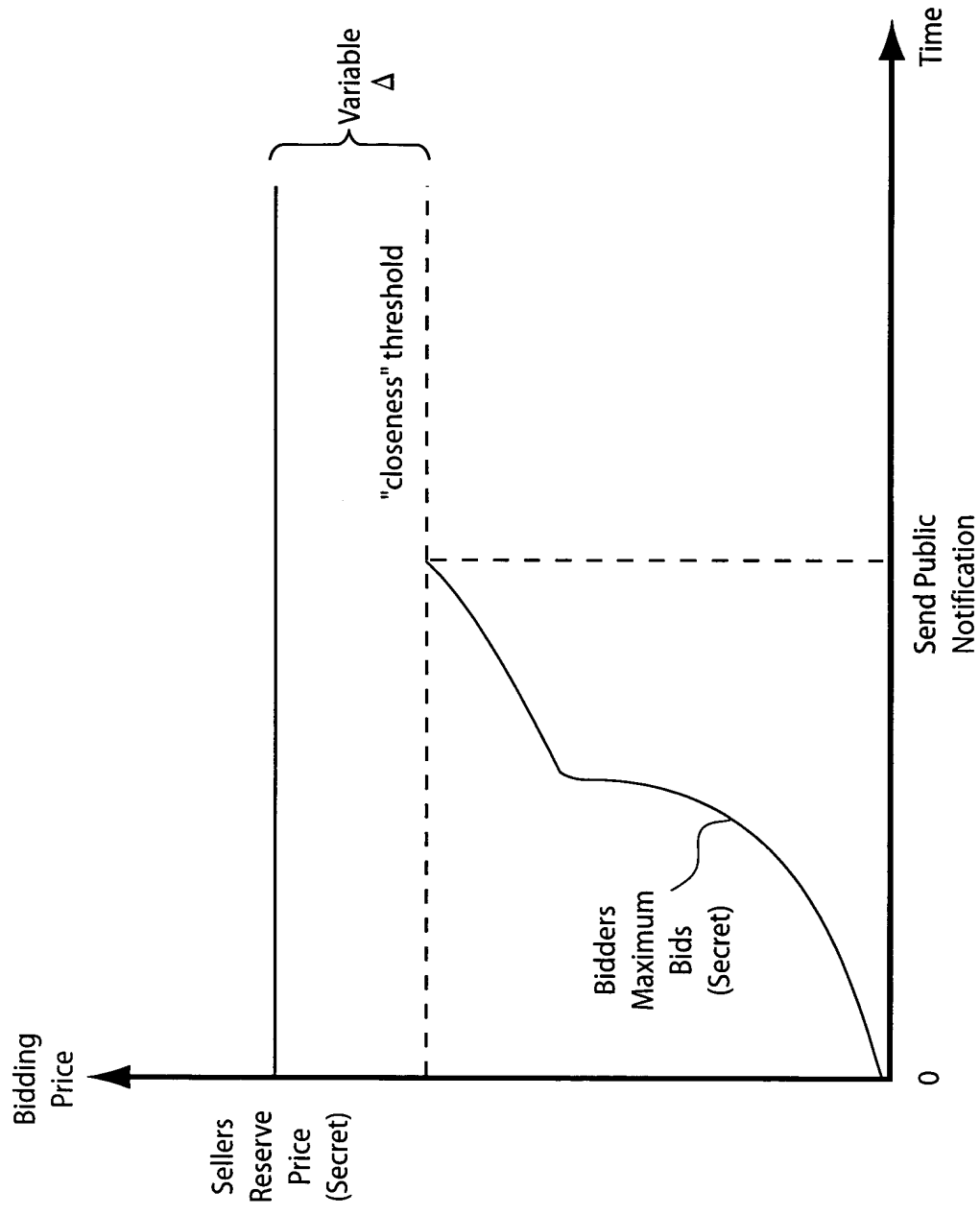


Fig. 11A-1

Example "closeness" testing

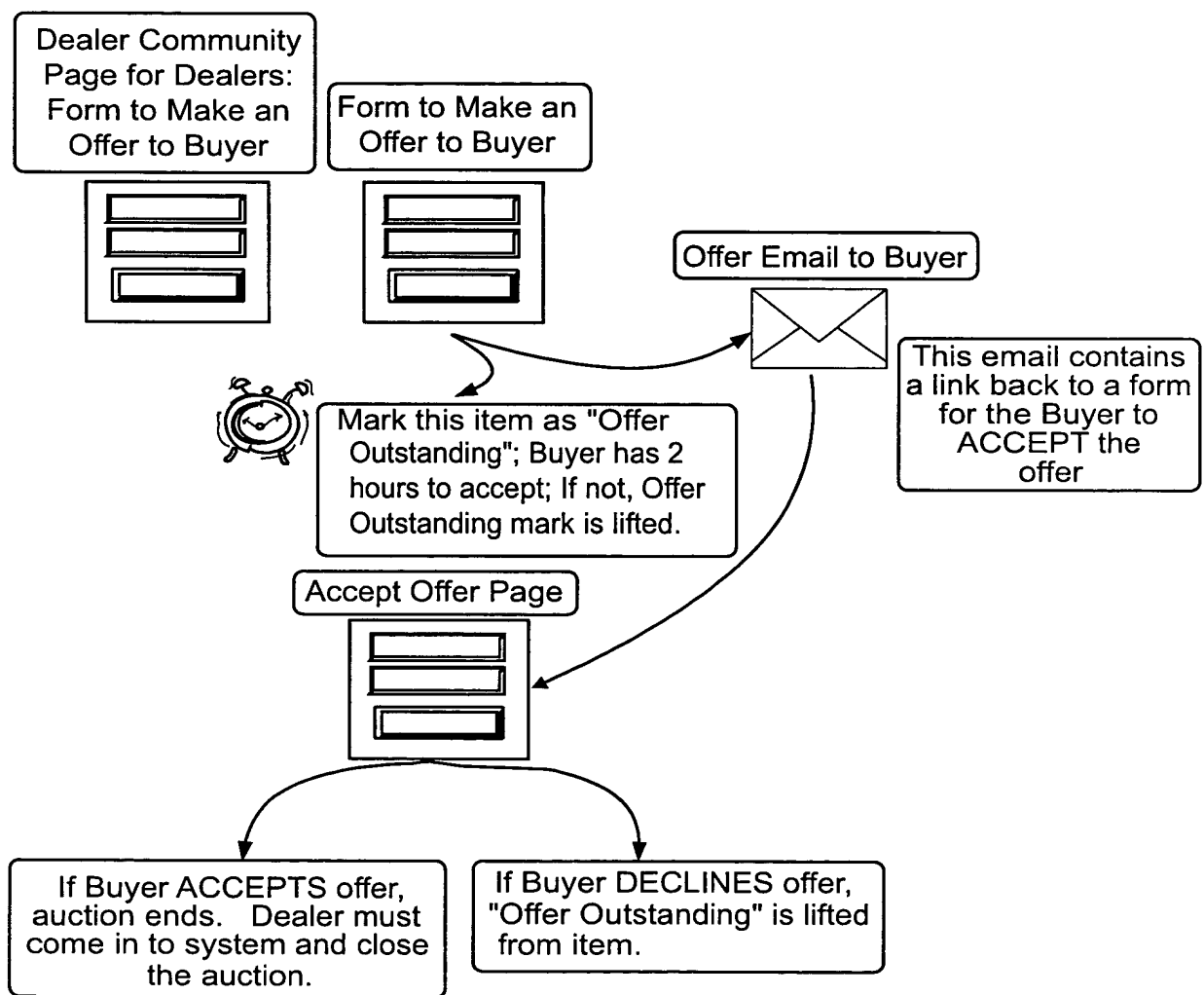


Fig. 11B

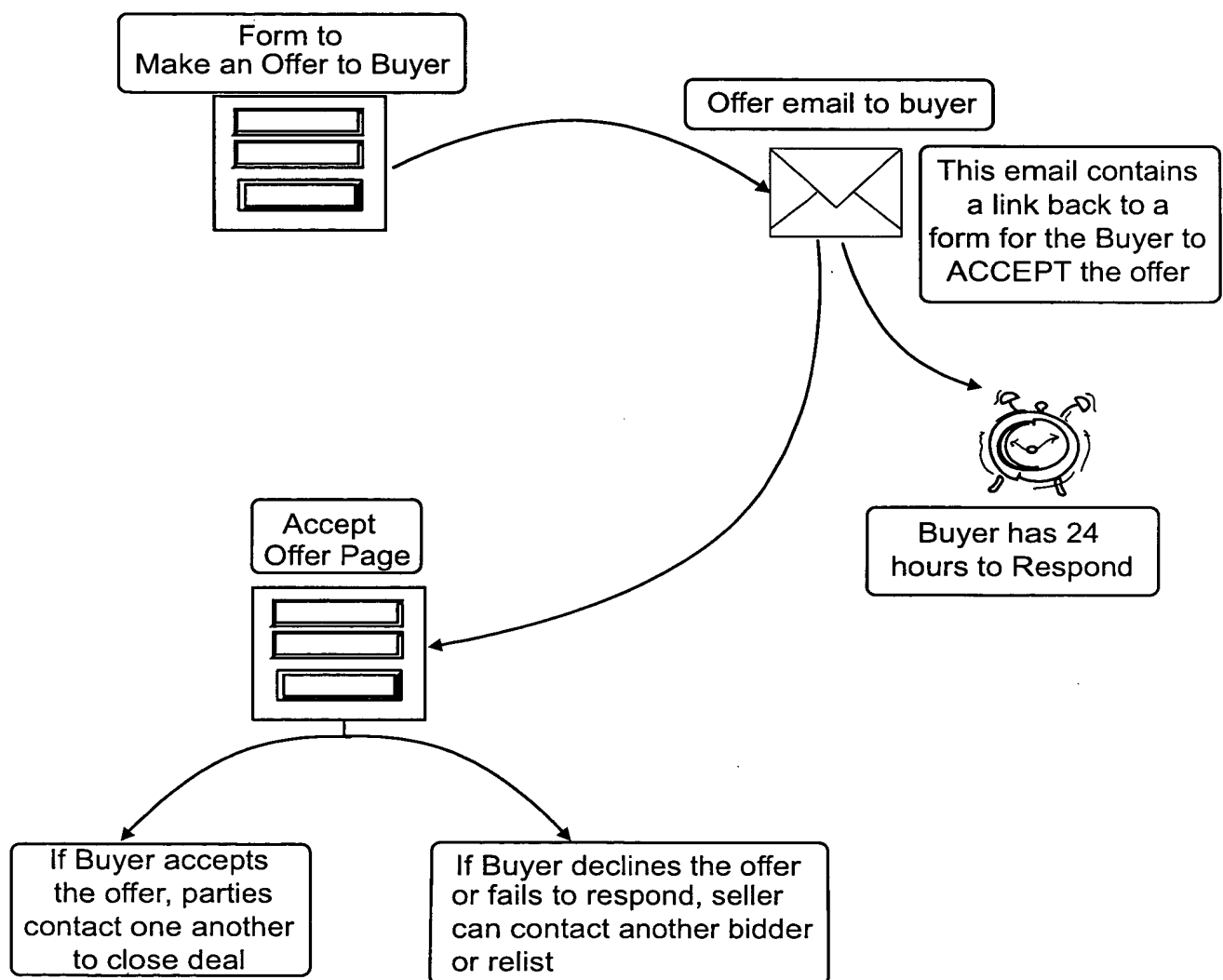


Fig. 11C

From: AutoTrader.com [mailto:auctionuser@autotrader.com]
Sent: Thursday, December 19, 2002 10:10 AM
To: <mike.winn@autotrader.com>
Subject: Bidding is approaching Reserve Price for Listing ID: 13656

The current high bidder for this vehicle is willing to make a maximum bid that is close to your reserve price.

Listing ID: 13656
Description: 1999 Buick Regal
Headline: This is a test

In these circumstances, sellers and high bidders often find it useful to make contact and negotiate a mutually agreeable price. It is not necessary to wait until the listing expires.

- * If you wish to contact the high bidder, click the "Reply" button on your email browser. You can also send an email to the high bidder through the selling tool's Bid History area
- * If you agree a price with the high bidder, you may use the Offer to Sell feature to issue them an offer at that price. If they accept this, the listing will end at that price.
- * You are under no obligation to contact the high bidder; you may do nothing and simply let the sale proceed.

The high bid shown on the listing is the current high PROXY bid. This has no connection to the MAXIMUM bid the high bidder entered when placing their bid. This closeness notification is based upon the maximum bid, not the current proxy bid.

Please note that Reserve prices and maximum bids remain secret and are never revealed during an Auction-Style Listing.

Review this listing at:
http://www.autotrader.com/as/fyc/vdp.jsp?car_id=70621444&auction_id=13656

Sincerely,
AutoTrader.com

If you have a question related to Auction-Style Listings that isn't answered in our Help area at:
<http://www.autotrader.com/help/index.jtmpl>, then please contact our customer service team at 1-(800) 353-9350 8am-8pm EST.

Fig. 12A

From: "AutoTrader.com" <auctionuser@autotrader.com>
To: <mike.winn@mindspring.com>
Sent: Thursday, December 19, 2002 10:10 AM
Subject: High bid is close to Reserve Price for Listing ID: 13656

>
>The current high bid for this vehicle is close to the Listing's Reserve Price.
>
>Listing ID: 13656
>Description: 1999 Buick Regal
>Headline: This is a test
>
>When this happens, sellers and high bidders often find it useful to make contact and negotiate a mutually agreeable price.
>It is not necessary to wait until the listing expires.
>
>* If you wish to make contact with your transaction partner, click the "Reply" button on your email browser. You can
> also send an email to them from the Auction-Style Listing or the Bid History page.
>* If you agree a price with your transaction partner, the Offer to Sell feature offers a way for you to formalize
> your agreement.
>* You are under no obligation to contact your transaction partner.
>
>The high bid shown on the listing is the current high PROXY bid. This has no connection to the MAXIMUM bid upon which this
>closeness notification is based.
>
>Please note that the Reserve Price and Maximum Bid remain secret and are never revealed.
>
>An identical copy of this email has been sent to your transaction partner.
>
>Review this listing at:
>http://www.autotrader.com/as/fyc/vdp.jsp?car_id=70621444&auction_id=13656
>
>Sincerely,
>AutoTrader.com
>
>If you have a question that isn't answered in our Rules of the Road at:
http://www.autotrader.com/as/rules.jsp
>and FAQ at:
><http://www.autotrader.com/help/faq.jtmpl>
>then please contact our customer service team at:
>http://www.autotrader.com/help/email.jtmpl?contact_email=aslcustsupport@autotrader.com.
>
>Your security is our priority. If at any time you suspect misrepresentation or fraud, please advise our Security Department immediately at:
>http://www.autotrader.com/help/email.jtmpl?contact_email=aslsecruity@autotrader.com.
<
<If any link does not work, please copy it into your browser's address window to see the page.
>

Fig. 12B

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Ad Manager
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Search Inventory
Add Inventory
Add Photos
Edit Dealer Info

Product Manager
Activity Report
Specials

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Ad Manager - Offer to Sell

1997 BMW Z3

Please [click here](#) to view this listing in a new window.

Listing ID	Reserve Price	Current Bid	Start Date	Close Date	Time Remaining
13657	\$25000	\$25000	12/17/2002	12/20/2002	1 d, 8 h, 51 min

[Bid History](#) | **[Offer To Sell](#)** | [Offer History](#) | [Email Bidder](#) | [Rating](#)

[More About This Page](#) ?

To:

Offer Price:
Example: 10000

Message:

If accepted by the addressee, this Offer to Sell obligates you to sell the car to this buyer at the price stated. Do not click "send" unless you want to create this obligation, since it cannot be undone after acceptance.

Fig. 13A

"If it rolls, floats or flies...
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Let's Make a Deal

Car year, make, model: **1997 Chevrolet S-10 2WD**

Listing ID: **TRUUC28NOY101072**

Time Left: **1 day + 17 hrs/45 min**

Listing End Date: **November 6, 2002**

Bidder's User Name: **Talking_HeadsXXXXX20**

Offer Price: US\$

This Listing is conditional
This offer is subject to a satisfactory
inspection by the winning bidder.

Subject: **1997 Chevrolet S-10 2WD - Item #TRUUC28**

Comments:
Max 250 characters

- This offer, once accepted, creates obligations you cannot cancel.
- Click "Next" only if you are sure you want to sell at this price.
- Your Listing will be suspended for two hours after the offer is issued. [Why?](#)
- Only one Offer to Sell can be issued at a time, per car.

[Next](#)

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Fig. 13B

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Confirm Your Offer to Sell

Car year, make, model: **1997 Chevrolet S-10 2WD**

Listing ID: **TRUUC28NOY101072**

Time Left: **1 day + 17 hrs/45 min**

Listing End Date: **November 6, 2002**

Bidder's User Name: **Talking_HeadsXXXXX20**

Offer Price: US\$ **35999**

This Listing is conditional
This offer is subject to a satisfactory
inspection by the winning bidder.

Subject: **1997 Chevrolet S-10 2WD - Item #TRUUC28**

Comments: **\$35999 is a great deal! I'll even throw in floor mats
and the car will be detailed before it is in your hands.**

- This offer, once accepted, creates obligations you cannot cancel.
- Click "Send Offer" only if you are sure you want to sell at this price.
- Your Listing will be suspended for two hours after the offer is issued. [Why?](#)
- Only one Offer to Sell can be issued at a time, per car.

Send Offer

Or, [Edit Offer](#)

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Fig. 14

"If it rolls, floats or flies...
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[Offer to Sell](#)

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Offer to Sell Confirmation

Car year, make, model: 1997 Chevrolet S-10 2WD

Listing ID: TRUUC28NOY101072

Time Left: 1 day + 17 hrs/45 min

Listing End Date: November 6, 2002

Bidder's User Name: Talking_HeadsXXXXX20

Offer Price: US\$ 35999

This Listing is conditional
This offer is subject to a satisfactory
inspection by the winning bidder.

Your First Name: Tommy

Your Last Name: Smith

Email Address: Tommysmith@yahoo.com

Subject: 1997 Chevrolet S-10 2WD - Item #TRUUC28

Comments: \$35999 is a great deal! I'll even throw in floor mats
and the car will be detailed before it is in your hands.

Offer Sent to Bidder

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Fig. 15

From: AutoTrader.com [mailto:auctionuser@autotrader.com]
To: <mwinn3@hotmail.com>
Sent: Thursday, December 19, 2002 10:28 AM
Subject: Time-Sensitive Offer to Sell on Listing ID: 13657

>
>This is an important, time-sensitive email that contains a formal Offer to Sell.
Please give it
>your immediate attention. If you do not respond within two hours, the offer
will expire.
>
>Offer to Sell:
>The seller offers to sell you the following vehicle under the terms and
conditions stated in the Auction Style
>Listing, the reference number of which is listed below, along with the agreed
upon price.
>
>Listing ID: 13657
>Description: 1997 Ford Mustang
>Headline: This is a test
>Offer Price: \$28,000.00
>Comments: It's all yours for the taking
>
This offer to sell will expire at 12/19/2002 12:28:51.
>
>Review the offer in MyAutoTrader.com:
><http://www.autotrader.com/as/mat/login.jsp>
>Review this listing at:
>[http://www.autotrader.com/as/fyc/vdp.jsp?](http://www.autotrader.com/as/fyc/vdp.jsp?car_if=70621411&auction_id=13657)
>[car_if=70621411&auction_id=13657](http://www.autotrader.com/as/fyc/vdp.jsp?car_if=70621411&auction_id=13657)
>
>What's the purpose of this email?
>This email contains a formal Offer to Sell. This sets out the terms and
conditions under which the Seller
>is prepared to sell you the car.
>
>What do I need to do?
>Read the email carefully, and decide if you want to buy the car at the offer
price and under the terms and
>conditions stated in the seller's Auction-Style Listing.
>
>How long do I have to act?
>You have two hours from the time we send this email to consider and respond
to this offer. If you do not
>respond within the time allowed, the offer will expire.
>
>What happens to the sale during this time?
>The sale is suspended and bidding is halted for two hours while you consider
and respond to this offer.
>
>The listing this email refers to has expired. Is this offer still valid?
>Yes. Offers to Sell are routinely issued on expired listings.
>
>I want to buy this car but cannot agree to all the terms of this offer. What
now? Contact the seller
>immediately and ask whether they can issue an offer that will be acceptable to
you (to email the seller,
>click the "Reply" button on your email browser). The seller will not be able to
issue another
>offer to you unless you have declined this offer or it expires. Remember that
most deals are agreed after
>some "give and take" on both sides.
>
>Sincerely,
>AutoTrader.com
>If you have a question that isn't answered in our Rules of the Road at:
><http://www.autotrader.com/as/rules.jsp>
>and FAQ at:
><http://www.autotrader.com/help/faq.jtmpl>
>then please contact our customer service team at:
>[http://www.autotrader.com/help/email.jtmpl?](http://www.autotrader.com/help/email.jtmpl?contact_email=ascustsupport@autotrader.com)
>[contact_email=ascustsupport@autotrader.com](mailto:ascustsupport@autotrader.com).
>

Fig. 16

From: AutoTrader.com [mailto:auctionuser@autotrader.com]
Sent: Thursday, December 19, 2002 10:39 AM
To: <mike.winn@autotrader.com>
Subject: Your Seller Offer has been declined on Listing ID: 13657

Your formal Offer to Sell has been declined and your listing has now resumed.

Listing ID: 13657
Description: 1997 BMW Z3
Headline: This is a test
Offer Price: \$28000.0

Review this listing at:
http://www.autotrader.com/as/fyc/vdp.jsp?car_id=70621411&auction_id=13657

Sincerely,
AutoTrader.com

If you have a question related to Auction-Style Listings that isn't answered in our Help area at:
<http://www.autotrader.com/help/index.jtmpl>, then please contact our customer service team at 1-(888) 337-3370 8am-7pm EST.

For other inquiries, please call 1-(800) 353-9350 8am-8pm EST.

Your business security is our priority. If at any time you suspect misrepresentation or fraud, please advise our Security Department immediately at:
http://www.autotrader.com/help/email.jtmpl?contact_email=aslsecurity@autotrader.com

Fig. 17

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View Inventory - End Listing

YEAR	MAKE / MODEL	STOCK No.	VIN
1997	BMW Z3	B2073B	4USCH7324VLB82994

End Listing [More About This Page ?](#)

End Listing: Please select a reason for ending this Listing.

- ☐ Cannot be sold due to defect/damage.
- ☐ Listing error.
- ☐ Moving car to Classified Ads.
- ☐ Sold the car to a walk-in customer.
- ☐ Sold the car to an Auction-Style lead.
- ☐ Sold the car wholesale.

Cancel All Bids: Please select whether or not you wish to cancel your bids? [Should I cancel all bids?](#)

- ☐ Yes, cancel all bids.
- ☒ No, don't cancel bids.

Move to Classified: Would you like to move this car to Classifieds?

- ☐ Yes.
- ☒ No.

submit

New at AutoTrader.com
[Auction-Style Inventory Listings](#)

Fig. 18A

"If it rolls, floats or flies...
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[Cars I'm Selling](#) | [Close Listing](#)

[More About This Page](#)

Car year, make, model: **1997 Chevrolet S-10 2WD**

Listing ID: TRUUC28NOY101072

Time Left: **1 day + 17 hrs/45 min**

Listing Start Date: **November 1, 2002**

Listing End Date: **November 6, 2002**

Bid Amount: **US\$ 3050**

Close Listing: Please give a reason for closing.

- ☒ I sold the car to a person who saw my Auction-Style Listing
- ☐ The car was sold, but not through my Auction-Style Listing
- ☐ I decided not to sell the car.
- ☐ The car cannot be sold for another reason (e.g. damage, mechanical problem)

Cancel Bids: Please select whether or not you wish to cancel all bids

Should I cancel all bids when I end my Listing?

- ☒ Yes, cancel all bids
- ☐ No, do not cancel all bids

Closing a Listing cannot
be undone.
No refunds can be made
if you close in error.

[Close Listing](#)

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Fig. 18B



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Back to Bidding Activity

Over all Rating Average: ★★

1. How accurate was the seller's listing in terms of the vehicle, its condition and the terms of sale?
2. How closely did the seller honor the bid price (or, if you agreed to negotiate further, the negotiated price)?
3. How prompt and courteous was the seller in communications with you?

Highest Rating Lowest Rating

Back to Bidding Activity

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Fig. 19

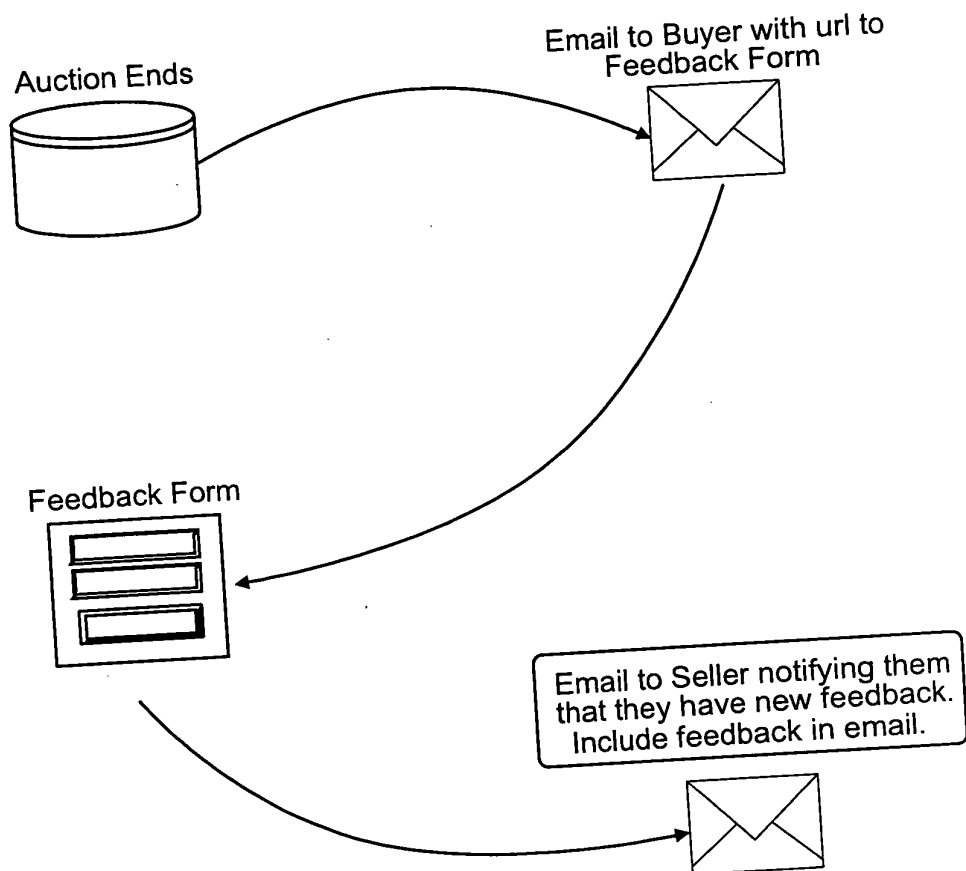


Fig. 19A
RATE A SELLER

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[Bidding Activity](#) | [Leave a Seller Rating](#)

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Leave a Seller Rating

- Please rate this seller, so other bidders can benefit from your experience.
- Rating a seller encourages them to resolve any outstanding issues with you.
- Learn [how Seller Rating works](#) and [how Seller Rating benefits you](#).

Rating Key



Highest Rating



Lowest Rating

Less than five ratings = **NEW**

Seller User Name: Silly_Willyxxxxxxxxx

Car year, make, model: 1997 Chevrolet S-10 ZWD

Listing ID: WAUXU54BX2N05535

Did you purchase the car you won through this Auction-Style Listing?

☒ Yes

☐ No

Rate Seller 1. How accurate was the seller's Listing in terms of the vehicle, its condition, and the terms of sale?



2. How closely did the seller honor the bid price (or, if you agreed to negotiate further, the negotiated price)?



3. How prompt and courteous was the seller in communications with you?



Comments
Max 250
characters

Important! Leaving Negative Ratings?

- Remember: No seller wants bad ratings.
- Call the seller. Politely ask them to help you resolve issues.
- Be willing to leave a positive rating if issues are resolved.
- If you must leave a negative rating, [read this first!](#)

Need to [obtain a seller's contact details](#)?

[Post Rating](#)

Or, [Clear Form](#) to start again

[Home](#) > [Bidding Activity](#) > [Leave a Seller Rating](#)

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Fig. 20

Rating Key



Less than five ratings=

Did you purchase the car you won through this the Auction-Style Listing?

☒ Yes

No

1. How accurate was the seller's Listing in terms of the vehicle, its condition, and the terms of sale?

☒ ★★★★★
 ☐ ★★★★★
 ☐ ★★★★★
 ☐ ★★★★★
 ☐ ★★★★★

2. How closely did the seller honor the bid price (or, if you agreed to negotiate further, the negotiated price)?

☐ ★★★★★
 ☒ ★★★★★
 ☐ ★★★★★
 ☐ ★★★
 ☐ ★

3. How prompt and courteous was the seller in communications with you?

☐ ★★★★★
 ☐ ★★★★★
 ☒ ★★★★★
 ☐ ★★★
 ☐ ★

Max 250
characters

[illegible]

Important! Leaving Negative Ratings?

- Remember: No seller wants bad ratings.
- Call the seller. Politely ask them to help you resolve issues.
- Be willing to leave a positive rating if issues are resolved.
- If you must leave a negative rating, read this first!

Need to obtain a seller's contact details?

Post Rating

Or, Clear Form to start again

Fig. 21

.....Original Message.....

From: AutoTrader.com [mailto:auctionuser@autotrader.com]

Sent: Thursday, December 19, 2002 12:04 PM

To: <mike.winn@autotrader.com>

Subject: You've been rated on Listing ID: 3787

The high bidder for this car has submitted Seller Rating in respect to this transaction.

Listing ID: 3787
Description: 1997 Ford Mustang
Headline: Great family car!

If you agree with this rating, you can immediately post it by clicking "Accept" on the review page. This will make it view able by all users

If you disagree with this rating, we suggest that you contact the winning bidder to resolve any outstanding issues.
You can then ask them to revise their rating.

Please note that you have seven days from the time this email was sent to you in which to resolve any remaining matters and to request any revisions to the rating. After seven days, the rating becomes publicly view able on AutoTrader.com.

Since all users are able to see you rating, you should review them carefully. They may influence a user's decision about whether to do business with you in the future.

Please review you seller ratings at:
<https://tools.autotrader.com/admin>

Review this listing at:
http://www.autotrader.com/as/fyc/vdp.jsp?car_id71155169&auction_id=3787

Sincerely,
AutoTrader.com

If you have a question related to Auction-Style Listings that isn't answered in our Help area at:
<http://www.autotrader.com/help/index.jtmpl>.
then please contact our customer service team at 1-(888)337-3370 8am-7pm EST.

For other inquiries, please call 7-(800) 353-9350 8am-8pm EST.

Your business security is our priority. If at any time you suspect misrepresentation or fraud, please advise our Security Department immediately at:
http://www.autotrader.com/help/email.jtmpl?contact_email=aslsecurity@autotrader.com.

Fig. 22

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Ad Manager - My Ratings

My Ratings

[All about Seller Ratings.](#)

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OVERALL RATING AVERAGE

Pending Ratings: 2

Posted Ratings: 1

Average: New

The following ratings were posted in the past seven (7) days.

You have seven (7) days to rectify any negative ratings with the buyer.

PENDING RATINGS

Rating Left By	Listing ID	Time of Rating	View Details	Average
rosenberg	9481	12/16/2002	View Details	☆☆☆☆
smedley	3787	12/19/2002	View Details	☆☆☆☆

PUBLISHED RATINGS

Rating Left By	Listing ID	Time of Rating	View Details	Average
lotboy	13574	12/17/2002	View Details	☆☆☆☆

Fig. 23

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Ad Manager - Rating

Please [click here](#) to view this listing in a new window.

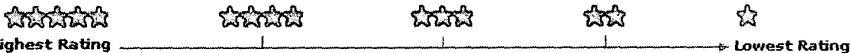
Listing ID	Reserve Price	Current Bid	Start Date	Close Date	Time Remaining
3787	\$9000	\$1500	12/12/2002	12/12/2002	Closed

Winner's Nickname	Winning Reason	Phone Number	Email Address
smedley	Highest Bid	(633) 999-3333	mwinn3@hotmail.com


[Bid History](#) | [Offer To Sell](#) | [Offer History](#) | [Email Bidder](#) | **[Rating](#)**

[More About This Page](#) ?

Rating Key


Highest Rating —————> Lowest Rating

Less than five ratings= **NEW**

RATING		
Rating Left By	Time Remaining	Rating
smedley	6 d, 22 h, 51 min	

Listing ID: 3787
Comments: This one's for Nate

Once a Seller Rating is accepted, it is final and may not be changed in the future.
If unaccepted, Seller Ratings become final and are published after seven days. [accept](#)

Fig. 24

Fig. 25

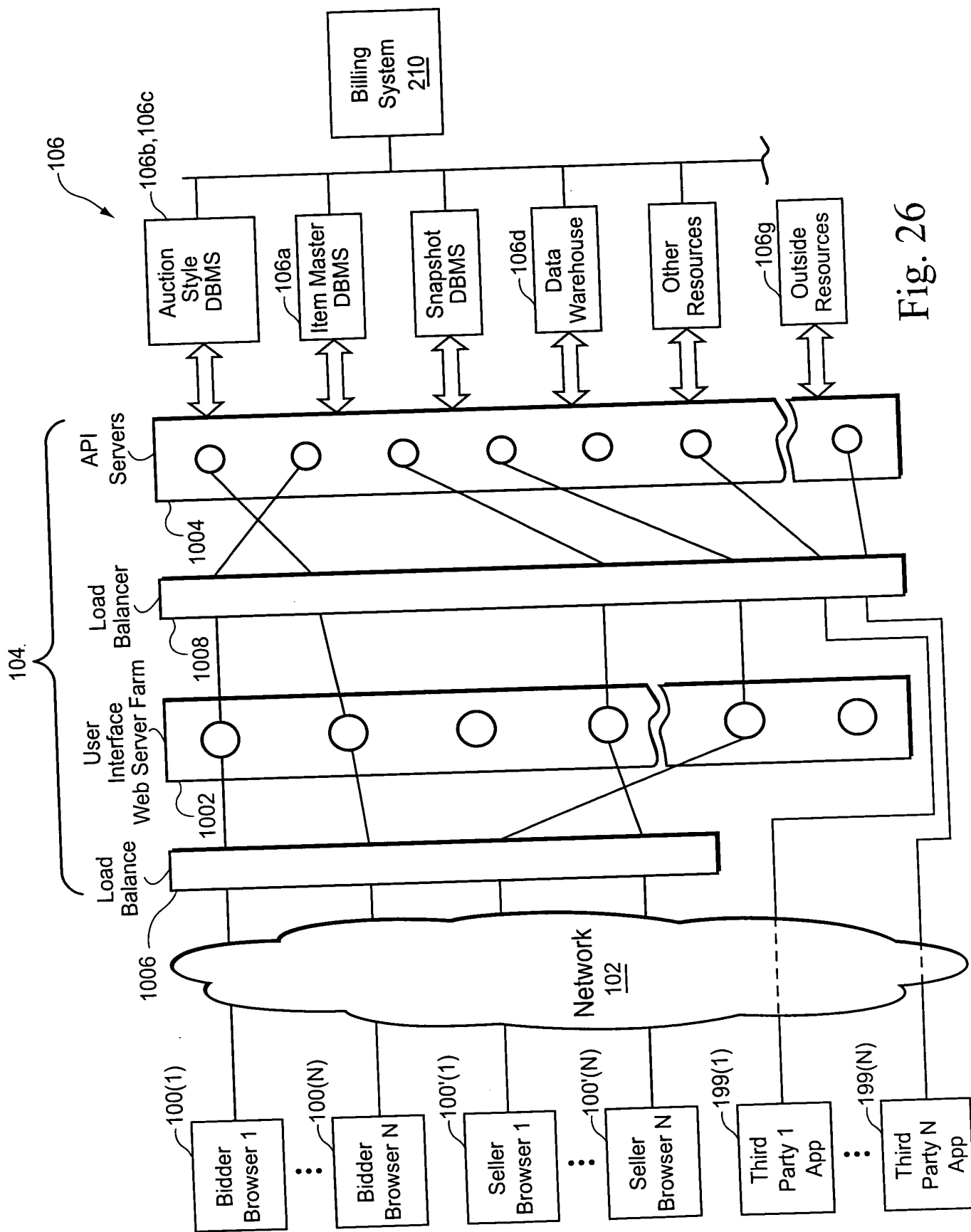


Fig. 26